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| **Banner** | A wide, horizontal text box; can contain titles, advertisements and quotations. |
| **Byline** | The author of the story or article; sometimes includes the news agency. |
| **Caption** | A sentence or two under a photograph or diagram; gives information about the picture and creates interest. |
| **Column** | A vertical arrangement of text or image. |
| **Special Text** | Font: the typeface or style of the letters; can be used to suggest additional meaning (e.g. ALL CAPS means shouting; **Bold letters** mean strength; *italics* mean speed or movement). |
| **Gutter** | The white space used to separate columns of text. |
| **Headline** | The title of the story, article or topic; suggests the content and creates interest. Horizontal axis: looking at the graphic across the horizontal axis means to read from left to right, along a row. |
| **Hyperlink** | An embedded connection from one webpage to another on a related topic; also called a hotlink. |
| **Masthead or flag** | Identifies the name of a newspaper. |
| **Quote** | The exact words as said by a person who is likely close to the story. |
| **Sidebar** | A text box that is off to one side; usually contains additional details. |
| **Text** | Words in print, e.g. Headings, labels. The biggest words tend to be the most important (and smaller words are usually the details). |
| **Visual element** | The use of colour, images, line, texture, and/or shape. |
| **White space** | The area left blank, such as margins and background. White space can be any colour! |

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